

Ljungmans 1924-1974



We put our faith in the automobile.

From a historical perspective a period of 50 years is not particularly long, but from the motorist's point of view a great many changes have taken place in that time. The number of cars in Sweden has increased from the thousands to the millions and a widespread service industry has been established.

In the early 1920's, motoring was a sport reserved for a few people with the proper combination of adventurousness and economic resources. Petrol, which was a prerequisite for the sport, was purchased by the can, which was inconvenient but nevertheless regarded as a necessary evil.

Jakob Ljungman's vision of the future

Jakob Ljungman had other ideas. He realized that the automobile would soon be within the reach of the average man, and that new methods would be required for the distribution of fuel and lubricants. He therefore founded a plate and metal workshop (known as AB J.C. Ljungman Plåt- och Järnindustri) on December 28, 1924. The purpose of the firm was to develop and manufacture equipment for the storage and distribution of petroleum products.

The first self-service pump

The first product of Ljungman's development activities was a sensation – an automatic petrol dispenser, the first of its kind. It consisted of a coin-receiver, a hose, a discharge valve and a hand-pump, all housed in a metal casing, and a petrol drum. The motorist inserted one Swedish crown, pumped up the petrol and opened a valve; he then received about 5 litres of fuel.

The design of this device was rather elementary, but the idea of self-service later became a guiding principle for AB Ljungmans Verkstäder.

The company was first located on Citadellskajen in Malmö, and during the first 10 years of its existence was expanded to include a workshop in Vellinge (near Malmö) and branch offices in Stockholm and Gothenburg. Several different petrol pumps were designed and manufactured, and sales activities were successful enough to justify introducing the company's products on the export market.

STAR:

The break-through year

However, the company's first real break-through came in 1934, when the Swedish Dept. of Weights and Measures certified the STAR flow-meter, the prototype of a new generation of petrol pumps.

Erik Eklund, an engineer, had been employed by the company since 1929 when he took over the firm in 1936. He initiated the comprehensive programme of product development which was to make Ljungmans so well-known in its field. Construction of modern manufacturing facilities was begun on a newly acquired site on Limhamnsvägen in Malmö. When the automobile made its comeback after the Second World War, Ljungmans experienced a period of rapid expansion.

Part of an international concern

Erik Eklund directed the

company's activities until 1970, when the firm was taken over by Dresser Industries, Inc., an expanding American industrial company with a comprehensive manufacturing programme. The manufacturing resources and the expertise which had been built up under Eklund's leadership were an excellent complement to Dresser's own resources.

Gustav Ekberg was appointed Managing Director in connection with the change of ownership. He has continued in



The automatic petrol dispenser FATOS, was a sensation in 1924. Earlier the motorist had to buy petrol by the can.

the tradition established by his predecessor. Ljungmans' product programme includes petrol meters, service devices for petrol stations, equipment for storage depots and for tank trucks, etc. The company is engaged in continuous product development which is at present oriented to electronics; this development is aimed at creating an improved self-service system, providing even better service for the customer and simplifying the tasks of service personnel.

Fifty years of development led us to the computer.

Fifty years of development work separate the Fatos automatic petrol distributor and the Star Electra Mini/Multi system. But their common denominator is self-service. We have moved from a relatively simple mechanical system into the Age of Electronics. The Star Electra utilizes a computer in order to provide better service for the customer and to simplify the tasks of service personnel.

The system's micro-computer has been programmed by a large computer in the USA and can remember a number of

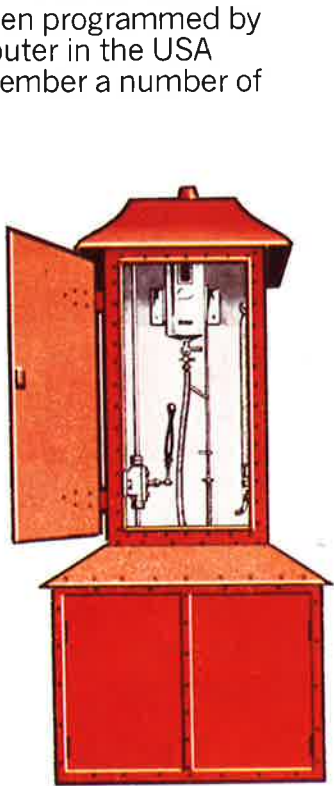
customers in terms of the quality, quantity and price of the petrol they put in their tanks.

Simple and efficient

Pressing a push-button conveys this information to the customer and to the service personnel. This means shorter waiting times for the customer as well as increased security, since he knows that he's paying for "his petrol". Service

personnel have less information to remember and fewer meters and buttons to supervise. The total effect for the service station is expressed in more effective use of the petrol pumps. As soon as one customer has tanked up, the next can begin. The computer has memories. It is not longer necessary to stop the pump until the first customer has paid.

We now think in terms of systems, not of pumps. And priority is given to new systems which can be combined with previous ones.



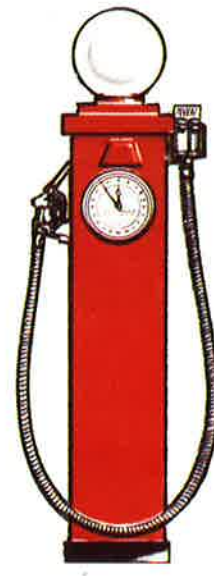
FATOS 1924



TOR 1926



VICI 1927



STAR 710 1933



STAR 45 1938



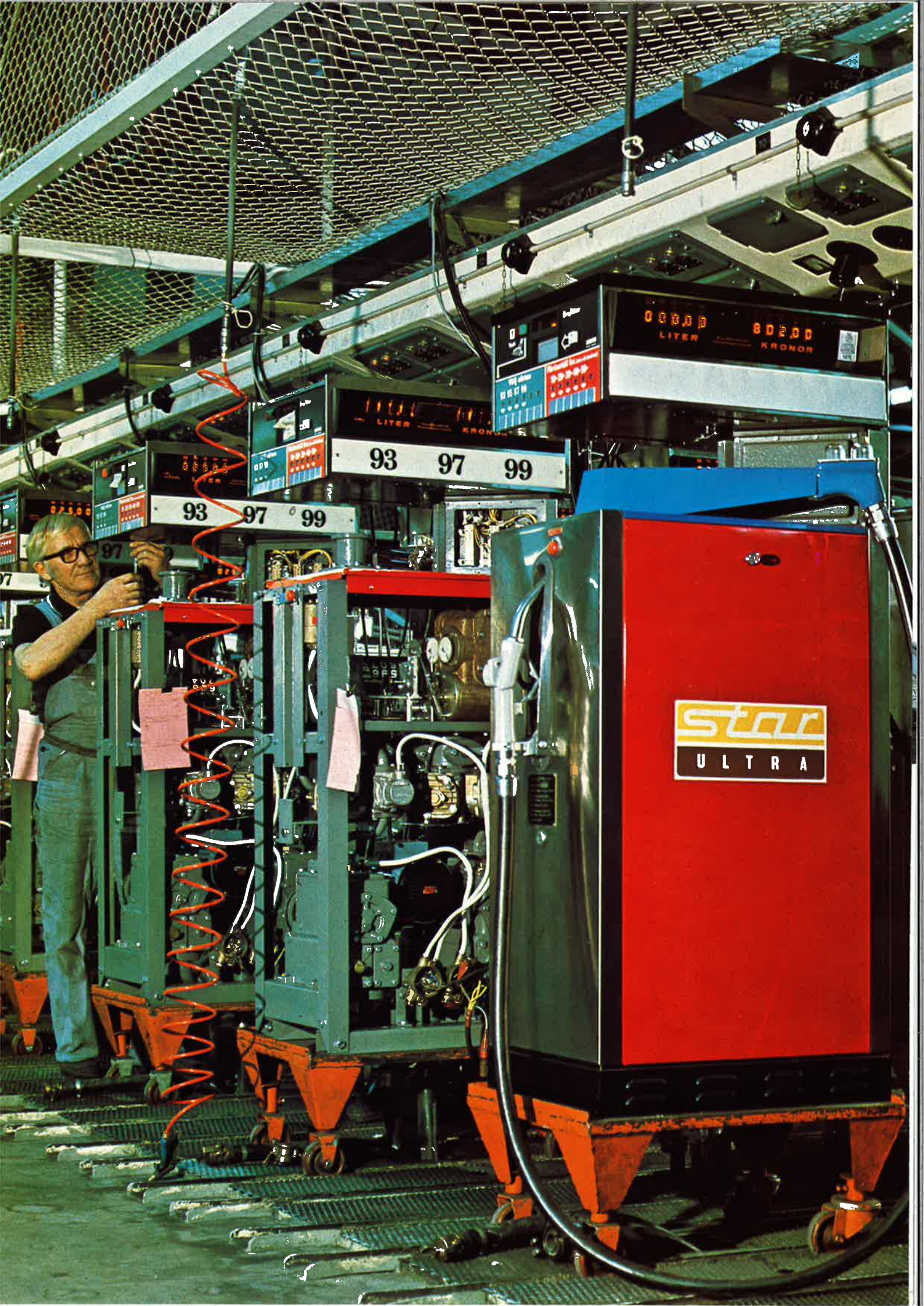
STAR 76 1950



STAR 97 1960



STAR 167 1967



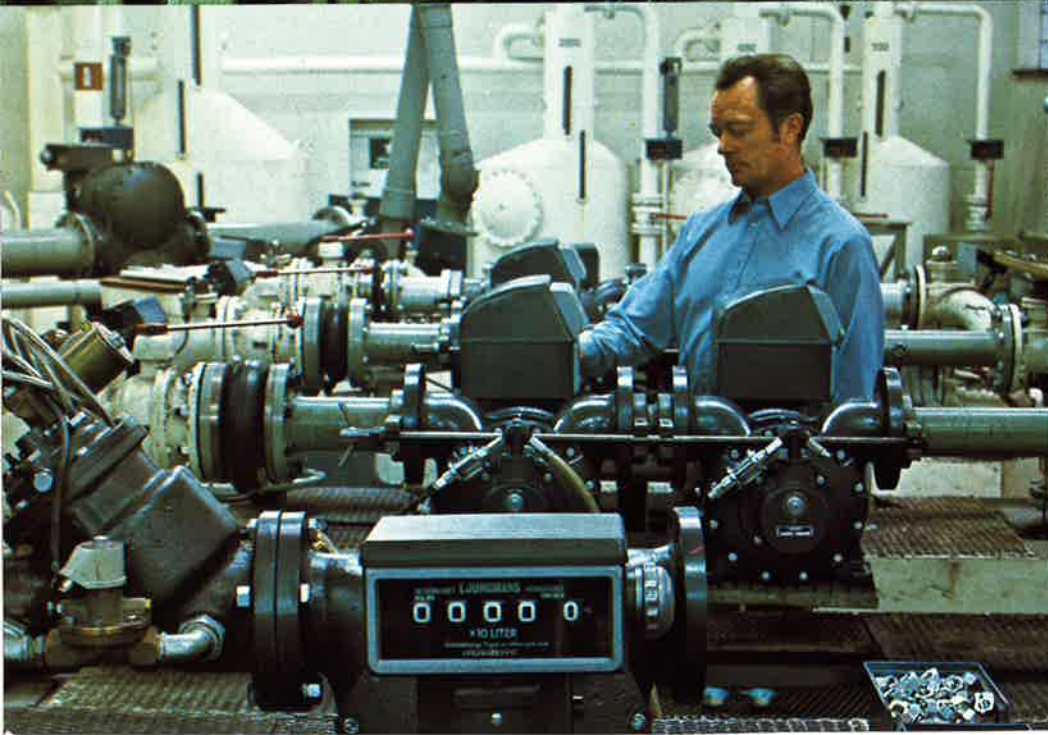
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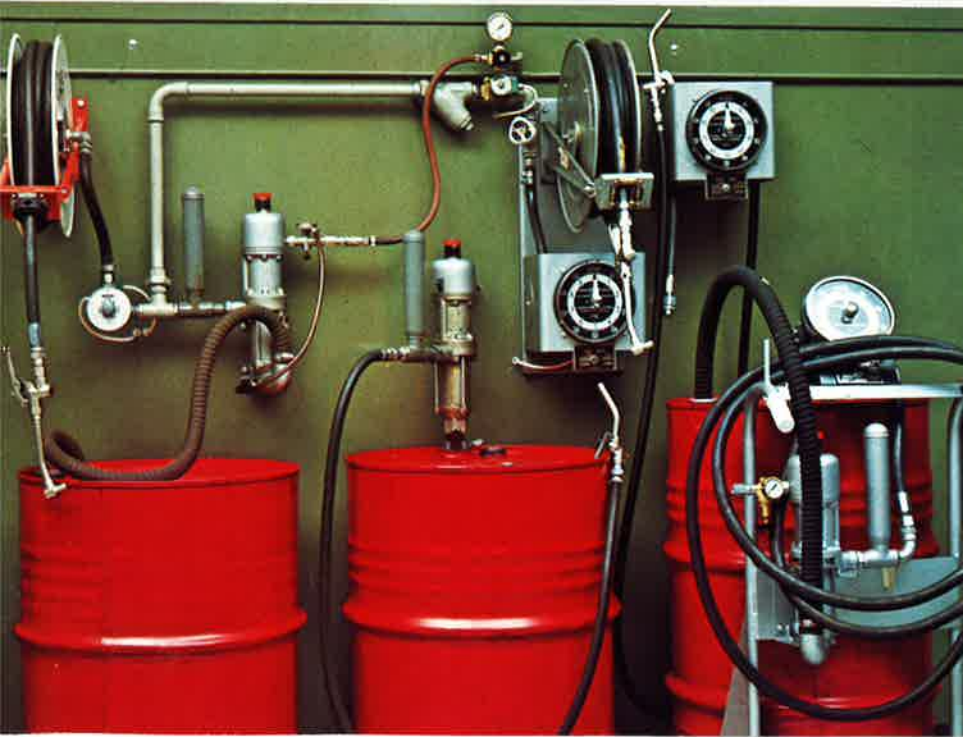
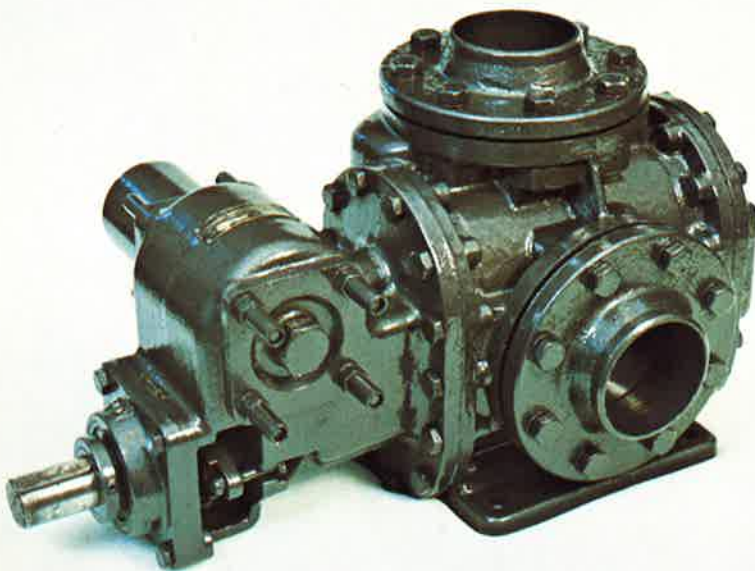
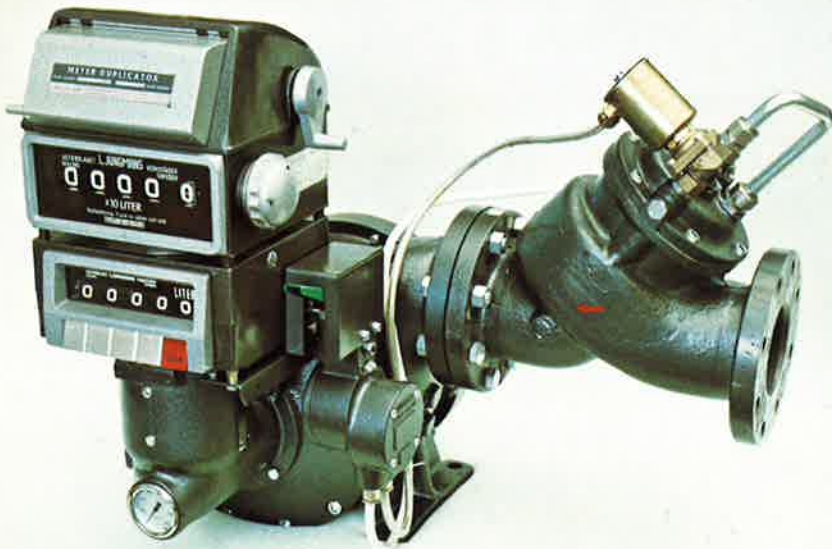
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star
ULTRA

Ljungmans: 600 people working



together for better service.



No product can be better than the people behind it. This is a cornerstone of Ljungmans' philosophy, and we therefore maintain the individual person in the centre of the picture. This applies to development work as well as to production. Every one of our personnel is important, every one has his own area of responsibility, whether it's development of a new electronic system or installation of lubrication equipment.

Teamwork: The prime prerequisite

For us, simplified service means an investment in the development of both today's and tomorrow's products, with an emphasis on reliability. Reliability which can only be attained by knowledgeable personnel who know how to work together.

This is especially important



for us today, since most of the components of our products are manufactured under one roof. Our product programme now includes self-service systems for petrol stations and equipment for petrol depots, tank trucks, and lubrication and maintenance of automobiles.

The responsibility for the product

But that's only the manufacturing side. Our responsibility for the products we manufacture and market extends well beyond our factory premises. We have developed a nation-wide service organization.

In summary, we believe that simplified service entails continuous development, reliable products and extensive after-sale responsibility.

Ljungmans as a part of Dresser Industries, Inc.

AB Ljungmans Verkstäder has been a part of Dresser Industries Inc. since 1970. This has provided us at Ljungmans with an increased opportunity for product development through exchange of experience and of services.

The merger produced a surplus of both resources and expertise, and our goal is to place this surplus at the disposal of our customers.

Far-sighted policy . . .

This goal implies anticipating the customer's wishes as far as it is possible to do so, as well as meeting his expectations for new and/or improved products at a

reasonable price.

This is completely in line with our company's traditional policy. The only difference is that we now have a larger contact area and greater opportunity for co-operation and information exchange within a world-wide concern.

We are of the opinion that this is an advantage for our customers as well as for ourselves.



Ljungmans' first workshop on Citadellskajen in Malmö.

Not least because we live in an age of rapid change, which demands keen perception and appropriate adaptation.

. . .and a question of responsibility

To perceive changes, whether technical or social, and to adapt oneself to them is a responsibility owed by us to both customer and employee.

The confidence of our employees and of our customers is a prerequisite for our activities. Our aim is to merit that confidence.



Gustav Ekberg



LJUNGMAN

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